



WXYZ

ORDER

Print Date 09/07/12

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Flight Dates **09/10/12-09/16/12**

Contract / Revision **310318 /** **DIBC2 - Detroit Int Bridge Co.**

Original Date / Revision Agency Com 15%

09/06/12 09/07/12 Billing Contact

Advertiser **The People Should Decide C**
814 King Street - Suite 400
Alexandria, VA 22314-3039

Agency **Smart Media Group**

Buying Contact Sales Office EWSDC

814 King Street - Suite 400
Alexandria, VA 22314-3039 Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **910916**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 18% Market Value 187222

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	58%	108588
WDWB	%	0
WJBK	17%	31827
WKBD	2%	3744
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	5%	9361

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	18	\$28,645.00	\$33,700.00	0.00	08/27/12	09/16/12	18	\$28,645.00	\$33,700.00
Totals	18	\$28,645.00	\$33,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	09/15/12	09/15/12	ABC Saturday Night Foot	CM	SA 8pm-1130pm	-----S-	:30	1	\$15,000.00	FX	0.00	NM	1	\$15,000.00
				ABC's Saturday Night Foc											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1				\$15,000.00		0.00			
N 2	WXYZ	09/12/12	09/12/12	Wednesday Prime C	CM	10-11pm Wednesd	-W----	:30	1	\$2,800.00	P-4	0.00	NM	1	\$2,800.00
				Wednesday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--W----		1				\$2,800.00		0.00			
N 3	WXYZ	09/16/12	09/16/12	Sports Update 1130-12a	CM	1130pm-12am	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				SU 1130p-12a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 09/07/12

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Contract / Revision **310318** Flight Dates **09/10/12-09/16/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/07/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 - Detroit Int Bridge C** Estimate # **910916**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	09/16/12	09/16/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$750.00		0.00			
N 4	WXYZ	09/15/12	09/15/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$250.00		0.00			
N 5	WXYZ	09/16/12	09/16/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$1,000.00		0.00			
N 6	WXYZ	09/10/12	09/16/12	7p News M-F 7-730p	CM	7-730pm M-F	----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	----F--					1	\$1,500.00		0.00			
N 7	WXYZ	09/16/12	09/16/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$500.00		0.00			
N 8	WXYZ	09/15/12	09/15/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					2	\$300.00		0.00			
N 9	WXYZ	09/10/12	09/14/12	430 AM News 7 Action News This Morni	CM	430a-5a	M-WTF--	:30	4	\$150.00	P-4	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$150.00		0.00			
N 10	WXYZ	09/16/12	09/16/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	-----S	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$2,500.00		0.00			
N 11	WXYZ	09/10/12	09/14/12	12p Noon News 12-1230p News	CM	12-1230p	M-W-F--	:30	3	\$1,000.00	FX	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-W-F--					3	\$1,000.00		0.00			
N 12	WXYZ	09/13/12	09/13/12	Thursday Prime C Thursday Prime C	CM	10-11pm Thursday	---T---	:30	1	\$5,200.00	FX	0.00	NM	1	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---T---					1	\$5,200.00		0.00			
Totals													18	\$33,700.00	